

2026 Data on DBA Member Staff Benefits

Utilising data from the
2026 DBA In Focus Report

dba

**Design data to
drive business
decisions**

dba
In Focus
Report 2026

In association with:

 **MOORE** Kingston Smith

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DBA Members can download the latest DBA In Focus Report, and access the dynamic data tables at www.dbareview.org.uk

Contact membership@dba.org.uk if you do not have access details.

Pensions

Does the agency operate a salary sacrifice pension scheme?

	All	All London	London up to 20 staff	London over 20 staff	All Outside London	Outside London up to 20 staff	Outside London over 20 staff
Yes	53.3%	61.2%	51.9%	72.7%	45.3%	37.7%	63.6%
No	46.7%	38.8%	48.1%	27.3%	54.7%	62.3%	36.4%

What % of basic salary does the agency contribute towards pensions for the following categories of staff?

	Executive Management	Other Board Directors	Senior Staff	Middleweight Staff	Junior Staff
None	13.5%	10.5%	5.2%	5.5%	5.6%
Up to 3%	5.2%	1.3%	5.2%	4.4%	4.5%
3%	32.3%	43.4%	54.2%	57.1%	57.3%
3.5% - 4.5%	8.3%	9.2%	10.4%	13.2%	13.5%
5%	18.8%	23.7%	19.8%	15.4%	15.7%
5.5% - 9.5%	4.2%	6.6%	5.2%	4.4%	3.4%
10% or More	17.7%	5.3%	0.0%	0.0%	0.0%

Benefits

How are employees financially supported through Parental Leave? (% of companies)

			London			Regional	
			Up to 20 staff	More than 20 staff		Up to 20 staff	More than 20 staff
Statutory Only	74.1%		88.5%	42.9%		94.1%	35.0%
Better than Statutory	25.9%		11.5%	57.1%		5.9%	65.0%

Other than parental leave do you offer any of the following benefits to employees? (% of companies)

			London			Regional	
			Up to 20 staff	More than 20 staff		Up to 20 staff	More than 20 staff
Nursery / childcare vouchers	18.3%		0.0%	17.4%		13.2%	31.8%
Workplace nursery scheme	0.8%		14.8%	4.3%		0.0%	0.0%
Additional 'special' days off (e.g. first day of school)	22.5%		7.4%	4.3%		24.5%	31.8%
Premature baby support	19.2%		14.8%	39.1%		15.1%	36.4%
Miscarriage leave / support	25.8%		7.4%	47.8%		15.1%	50.0%
Enhanced parental bereavement leave	26.7%		11.1%	34.8%		20.8%	54.5%

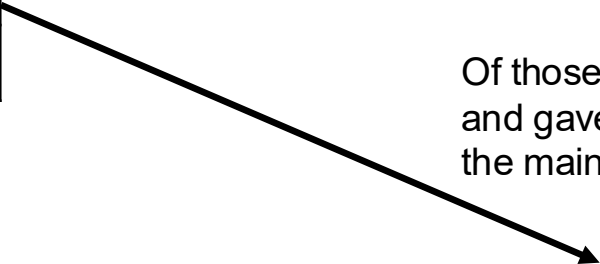
Please indicate which of the following health related benefits you offer to employees (% of companies)

	Executive Management	Other Board Directors	Senior Staff	Middleweight Staff	Junior Staff
Life Insurance	40.8%	33.0%	29.1%	28.0%	25.5%
Private Health Insurance	54.2%	45.5%	37.3%	34.0%	32.7%
Permanent Health Insurance	16.7%	10.2%	9.1%	10.0%	10.2%
Critical Illness Insurance	20.0%	6.8%	3.6%	4.0%	3.1%
Health Club Membership	8.3%	8.0%	5.5%	6.0%	7.1%

Do you provide staff with access to an Employee Assistance Programme (EAP)? (% of companies)

	Provide an EAP Programme?
Yes	37.1%
No	62.9%

Of those who provide an EAP, and gave details of their provider, the main companies were:



	Core Providers
Health Assured	22.5%
BUPA	12.9%
MediCash	12.7%
Croner	12.5%

Which of the following travel related benefits do you offer to employees (% of companies)

	Executive Management	Other Board Directors	Senior Staff	Middleweight Staff	Junior Staff
Season Ticket Loans	18.3%	25.0%	23.6%	25.0%	25.5%
Car / Cash Allowance	8.3%	5.7%	1.8%	0.0%	0.0%
Bike to work Scheme	45.0%	55.7%	48.2%	55.0%	53.1%
Car Parking	30.8%	31.8%	30.9%	31.0%	30.6%
Travel Insurance	16.7%	13.6%	11.8%	12.0%	12.2%
Flexible Working	56.7%	65.9%	63.6%	66.0%	65.3%

What %, on top of basic salary, forms the additional benefits given?

	Executive Management	Other Board Directors	Senior Staff	Middleweight Staff	Junior Staff
<1%	28.4%	38.5%	31.6%	36.1%	35.7%
1-2%	40.7%	35.4%	42.1%	38.9%	40.0%
3-5%	17.3%	16.9%	17.1%	19.4%	18.6%
6-10%	7.4%	4.6%	7.9%	4.2%	4.3%
11-20%	4.9%	4.6%	1.3%	1.4%	1.4%
21% +	1.2%	0.0%	0.0%	0.0%	0.0%

Partners

The DBA Annual Survey Report is produced in association with Moore Kingston Smith. www.mks.co.uk



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